



Disney News

Official Magazine
for Magic Kingdom
Club Families

WINTER 1967-68



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OFFICIAL MAGAZINE for
MAGIC KINGDOM CLUB FAMILIES

Vol 3, No. 1

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Our Covers / Some of the warmest and wackiest characters Walt Disney ever created, seen on our front cover, will be a big part of the Disneyland Holiday season as they make continuous personal appearances and star in two Fantasy On Parade performances daily. Our back cover describes Operation M.O.U.S.E., a brand new Magic Kingdom Club special.

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FANTASY on PARADE

Highlight of Park's Christmas Season





Some of the most humorous and colorful Disney characters ever imagined will come to life this Christmas at Disneyland as a fresh new approach to parading, *Fantasy On Parade*, will make two appearances daily from December 17 through December 31, after a colorful premiere at 9:00 p.m. on Saturday, December 16.

Instead of the usual band and float procession, *Fantasy On Parade* is a series of marching shows, each stopping periodically along the Main Street, U.S.A. parade route to perform colorful dances and skits. Even the music is different, as Mary Poppins Chimney Sweepers, a comic calliope and the Toy Soldiers Band replace the traditional uniformed bandmen.

More than a year's work by the Disney organization went into the design and manufacture of new characters for *Fantasy On Parade*—translating ideas and sketches into three dimensional performers.

Among the many characters to be featured are the stars of Walt Disney's animated film, *Winnie The Pooh*—including Rabbit and Piglet, Kanga and Roo, Eeyore, Owl and Pooh Bear, himself.

Jungle Books stars Baloo the bear,

King Louie the ape and Colonel Hathi the elephant will make their first appearance this year along with Br'er Fox, Br'er Rabbit and Br'er Bear from *Song of the South*. Peter Pan and Snow White will be there, along with Mickey Mouse, Pluto, mammoth *Small World* dolls, wooden soldiers and a cigar-smoking, eight-foot rooster.

No Christmas season would be complete without Santa Claus, and he'll be an important part of the parade, accompanied by his eight silly reindeer.

More than 1,000 carolers will also take part in the festival, presenting Disneyland's traditional Candlelight Procession and an hour of Christmas music on December 16 and 17 at 6 p.m.

In addition to the twice-daily parades, Disneyland will feature a wide range of special entertainment throughout the Christmas Season. The Magic Kingdom Carolers in their colorful Dickens costumes, musical shows and dancing are among the many extra attractions.

December 17 through December 31, *Fantasy On Parade* will be held at 3:00 and 9:00 p.m., except on December 24, 25 and 31, when there will be one parade at 3:00 p.m. Beginning December 13, Disneyland will be open every day through January 7.

Disneyland Attractions Make TV Debut on 'World of Color'

For the tens of millions who haven't had the chance to see them and for others who would like another go, Disneyland's new "Audio-Animatronic" adventure, the *Pirates of the Caribbean*, and a brand new Tomorrowland will be presented in Dis-



A WED craftsman puts the finishing touches on one scowling buccaneer from Disneyland's *Pirates of the Caribbean*.

neyland — From the *Pirates of the Caribbean* to the *World of Tomorrow*, December 31, 1967, on Walt Disney's *Wonderful World of Color*.

The ever-changing face of Disneyland reached a new dimension this past summer when the biggest change in the Park's twelve-year history took place, the completion of a \$22-million Tomorrowland.

A city of the future, "Progress City," and the history of electricity are pre-



The McDonnell Douglas "Mission Control" presentation previews space activities for *Flight to the Moon* guests.

sented in General Electric's *Carousel of Progress*. A journey through the world of the atom and molecule are presented by Monsanto in an *Adventure Thru Inner Space*. Also new in Tomorrowland are a transportation system of the future, the *People-Mover*, by Goodyear; the Bell Systems presents an all-new filmed trip through *America the Beautiful* in a circular theatre; the McDonnell Douglas new *Flight to the Moon* adventure and a restaurant of the future, the *Tomorrowland Terrace*, by Coca-Cola.

In the *Pirates of the Caribbean*, nearly 100 "Audio-Animatronic" buccaneers recreate the exciting days of the 1700's and the Spanish Main for Disneyland guests. The *World of Color* show features a presentation of the entire adventure. Viewers "plunge" down a long waterfall into the pirate den and witness the action as pirates attack a port town, auction off fair maidens, dunk the town magistrate in a well and then climax their plundering by setting the whole city ablaze, right down to the town arsenal full of powder kegs.

Everything in Disneyland began as an "idea" at a unique branch of the Disney organization called WED Enterprises. Here the skill of the sculptor and the talents of many artists combined to create the new Tomorrowland and the *Pirates of the Caribbean*. And, *World of Color* viewers will get a behind-the-scenes look at this fantastic creative arm of the company.

The NBC-TV show ends with a bang — 60 seconds of fabulous near-mile-high fireworks — marking a colorful grand finale to the full-hour of Disneyland's newest and best.



"World of Color" viewers will witness last summer's exciting dedication of Disneyland's new Tomorrowland.

World's First Family Premiere Staged for 'The Jungle Book'

The world's first family premiere was staged for Walt Disney Productions' new animated musical comedy, *The Jungle Book*, at Grauman's Chinese Theatre, on Wednesday, October 18, with proceeds benefiting the animal acquisition program of the Greater Los Angeles Zoo Association. The event was actually a double premiere, as a 5 p.m. screening was

sponsored by the Studio that evening for underprivileged children from the Los Angeles area.

The 8 p.m. screening, attended by Hollywood stars and their families and others interested in supporting the Zoo Association, was preceded by an hour-long television show on KTTV, complete with marching bands, stars, Disneyland hostesses, Disney costumed characters, and several live animals.

Part of the excitement at *The Jungle Book* Premiere.



World's Biggest New Year's Party Held at Disneyland

The world's biggest and happiest New Year's Eve Party will be held at Disneyland on December 31, beginning at 8:00 p.m., wrapping up the year, Disney style.

Entertainment will include a Disneyland Humdinger, the Firehouse Five + 2, Bill Elliott and his Orchestra, and the Young Men from New Orleans.

High spot of the evening will be at midnight, when the Elliott Orchestra

sounds out Auld Lang Syne from atop the Sleeping Beauty Castle while 10,000 multi-colored balloons rise in a salute to the upcoming year.

Advance sale tickets for the New Year's Party will be available at the Disneyland Box Office, all Desmond's stores and all Wallich's Music City stores through December 31. Tickets, \$9.00 advance sale, \$10.00 day of the event, include unlimited use of all Disneyland attractions (except shooting galleries) hats, noisemakers, and admission to all special entertainment areas. See the calendar on the inside back cover of this magazine for operating hours during the 1967 Holidays.



New Year's Eve is celebrated in a big way at Disneyland.

Sub Statistics: Park's Undersea Fleet Big Attraction for Curious

No attraction at Disneyland evokes more behind-the-scenes interest and questions than the landlocked fleet of submarines, whose passengers want to know all about capacity, operations, names, and the ships' full-sized counterparts in the U. S. Navy.

Ride operators, thoroughly schooled by the University of Disneyland for the job, are equipped with a beautiful blue handbook packed with anything anyone could think of on the matter of subs, including a history that goes back to 1620.

The first submarine ever was a leather-covered rowboat demonstrated in England by a Dutch scientist, Cornelius von Drebbel. David Rushnell built a one-man model in 1776, the

Turtle. Then Robert Fulton, inventor of the steam engine, came out with the first Nautilus, copper-covered and 21 feet long, in 1800. And so on.

The name Nautilus, borrowed from a mollusk, has haunted the marine world ever since, in fact and fiction. Walt Disney and Jules Verne had one in their motion picture and book, respectively. There are two at large today, the 3,000-ton giant out there somewhere standing undersea guard with its atomic engines and missiles, and Disneyland's own, toting 38 guests per trip on the *Submarine Voyage*.

The Park's subs are unique and no one anywhere has managed to duplicate the Disneyland eight: Nautilus, Seawolf, Skate, Skipjack, Triton, George Washington, Patrick Henry or Ethan Allen.

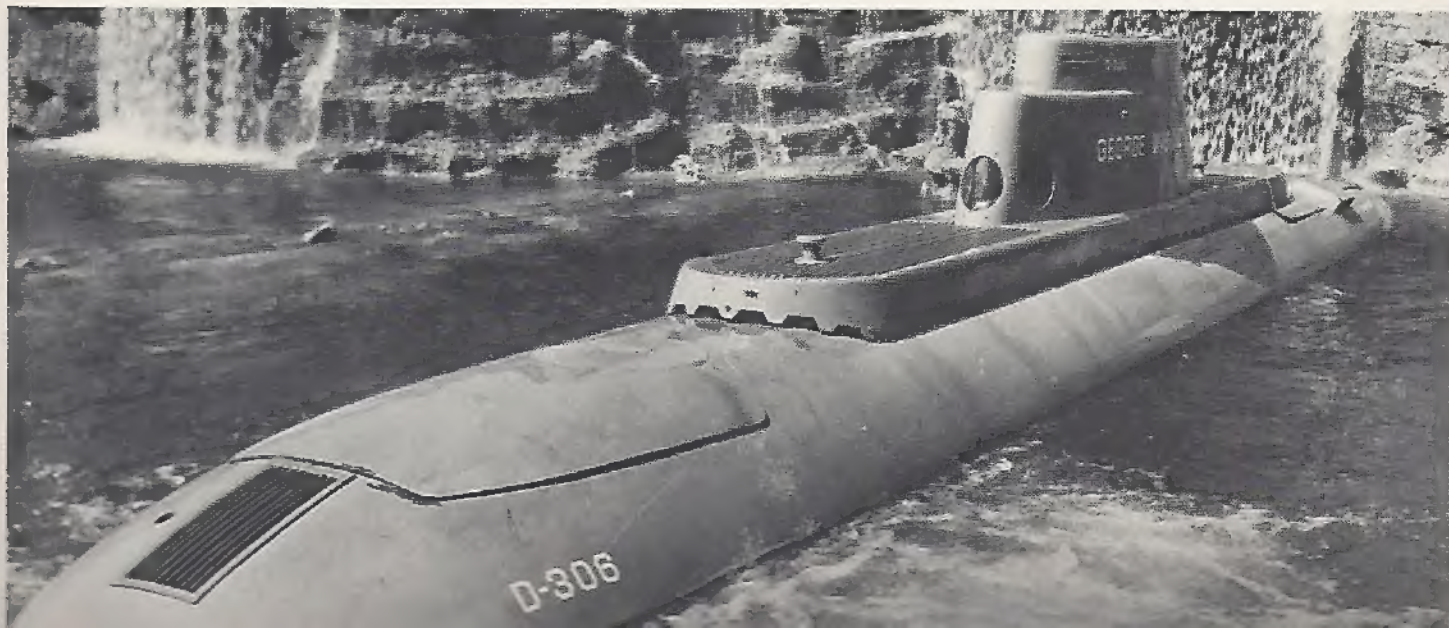
The Disney fleet operates in a fresh-water, 9,000,000-gallon inland sea packed with adventures, some of

them fanciful and some copied from actual experience. The North Pole segment, for instance, is a re-creation of a historic journey made by the U.S.S. Nautilus under the polar ice cap in 1958.

Each of the Park's submarines displaces 47 tons, measures 52 feet from nose to stern, and travels 1.7 miles per hour, driven by a four-cylinder diesel-electric engine.

All eight, of course, have real-life counterparts, some of them famous, like the Nautilus, the world's first nuclear-powered undersea craft. The Seawolf was the second. The Skate was the first to cross the Atlantic twice without surfacing, while the Skipjack was this country's first attack sub. The Triton circumnavigated the world under the water for the first time.

So, the next time you're at Disneyland, journey aboard the submarines for adventure you'll never forget.



Main Street, U.S.A. Dressed In Bright Colors For Christmas

It's that time of year again — when thoughts of Christmas fill the mind and colorful decorations and brightly decorated trees start popping up along city streets and at Disneyland.

Perhaps the most beautiful spot in the Park during the Christmas season is Main Street, U.S.A. It takes an entire week to dress Disneyland's main thoroughfare with more than 1,500 feet of garlands, 5,000 pine cones, sparkling ornaments, lights, bells and hundreds of other special decorations.

But, most beautiful of all, is the huge white fir Christmas tree which traditionally stands at the entrance to Main Street on Town Square. The tree is cut and purchased in the Mt. Shasta region of Northern California and brought to Disneyland on a flat-bed truck.

After the long jaunt from up North, the tree is first sprayed with 75 gallons of green fire retardant paint for color and safety. Then 70 gallons of adhesive is applied so the tree can be flocked with tiny styrofoam beads.

A large crane is used to lift the men and equipment for the spraying jobs, and again for the final phases of decoration, including the stringing of more than 2,000 colored lights and the same number of ornaments.

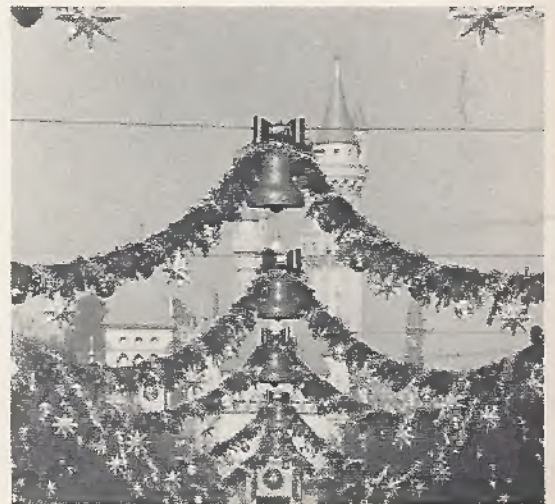
The tree is then moved by crane down Main Street and placed on Town Square where many large decorated packages are placed underneath, adding to the Yuletide theme.



Mickey and helpers put the final touches on the Disneyland Christmas tree.



Hundreds of carolers form a living Christmas tree at the foot of Main Street during an inspiring holiday presentation.



An elaborate canopy of garlands and bright decorations cover Main Street, U.S.A. during the holidays.

Park's Tour Guides Are Ambassadors of Happiness

To nearly one hundred lucky young ladies, a plaid patterned skirt and a day at Disneyland mean more than just a journey into the world-famous kingdom of fun and fantasy—they mean a wonderful job and an opportunity to bring smiles and happiness to thousands of people. For these are the Park's Tour Guides, beautiful ambassadors of happiness who can make a day at Disneyland as enjoyable for those who come to the Park several times a year as for the first-timer.

Some people have described the Tour Guides as walking Disneyland encyclopedias. It's true. An average day finds the guide explaining such interesting items as the number of gallons of water in Disneyland's lakes and rivers, how many cars the parking lot holds, and how Disneyland began as an idea of Walt Disney's and developed into today's \$95 million showplace.

As the manager of the busy Tour Guide Department explains, "Our job is to make sure everything the guides do is done enthusiastically. In fact,



A Tour Guide's day begins with sparkle.



And the sparkle remains...

we attempt to have each of the girls come as close to perfection as possible—in dress, personality, poise, beauty and enthusiasm." Despite these high standards for Tour Guide applicants, the Disneyland Personnel Office is swamped with more than 1,000 applications annually.

Most Tour Guides are college or



...as they bring smiles to hundreds of Disneyland guests every day.

university students with a wide variety of backgrounds and talents. Although most girls are Californians, others have come from several other states and such foreign countries as Japan, Russia, France, Spain, Germany, England and Scandinavia. And, many are bilingual, the better to handle visitors from afar.



Although it may look like the monitor at NASA's Mission Control or a satellite tracking center, the above panel with its six television screens and dozens of buttons and switches is nothing more than a computerized safety system for the Park's multi-million dollar *Pirates of the Caribbean*. The operator, a "Pirate" foreman, is observing activity in the loading ramps, water flow systems, and interior sections of the new Disneyland adventure through the use of safety warning lights and closed circuit television cameras.

In addition, the attraction is covered from beginning to end with a public address system to facilitate instructing guests if necessary to maintain safe operation.

Disneyland's Bass Drum Still Tallest of Them All

The biggest noise in bass drums will be booming its way down Disneyland's Main Street, U.S.A. again this Christmas after several years of topping competition in the race for tallest of them all.

Now and then a college or university lays claim to the largest-and-loudest honors, and the Park's ten-foot six-inch tom-tom finds itself being put to the test again.

For instance, the University of Texas and Purdue University, boasted the biggest skin over all others. But some thorough checking into the situation revealed one drum to be merely an eight-footer, the other a nine-footer.

Then the University of Arkansas rolled out a ten footer and began beating its chest over the matter. It was close, but this one wasn't half a foot big enough.

A highlight of Fantasy On Parade, the Big Noise from Disneyland is still the tallest of them all.



Two Great Honors Awarded To Walt Disney

In an announcement on July 15, 1967, Governor Reagan declared July 17 as Walt Disney Appreciation Day and then asked the State Legislature to make the observance an annual event.

As intended in the original Disney Day proposal, which was initiated by the Anaheim City Council, the date coincides with Disneyland's birthday. The Park was opened on July 17, 1955. A joint resolution was passed by the State Legislature in July and a similar one has been introduced in Congress.

The Governor's proclamation brought an enthusiastic response from the California press. The Hollywood Citizen News was one of those papers whose editorial page greeted the new day.

"Today's grandparents," it stated, "were fighting the Great Depression when a young man, using pen-and-ink in his makeshift studio, sketched a rambunctious rodent who was to become famous in later years.

"The young man was Walt Disney.

And his creation was, of course, the progenitor of Mickey Mouse.

"Disney built a thrilling, dream-based entertainment empire that will probably never be equaled in this age or any other.

"There are few Americans who were not touched by his genius. We should never lose an opportunity to honor men like Disney who, as Reagan said, was 'a warm human being who communicated enduring values and the highest ideals to the minds and hearts of people everywhere.'"

The second honor is currently in the form of a bill originated by California Senator George Murphy and co-sponsored by 52 Senators. The bill, which authorizes the President of the United States to present a gold medal to Mrs. Walt Disney in recognition of her husband's services to the nation, was unanimously passed into resolution by both Houses of Congress.

It was also announced last September that the United States Post Office will issue a 1968 stamp in commemoration of Walt Disney. The design has not been selected as yet, but it will be a first-class, letter rate stamp.

Disneyland Sets Attendance Records

Disneyland's Summer '67 smashed all existing attendance records during the Magic Kingdom's 12-year history.

Daily, weekly, monthly and annual records were shattered. The new one-day attendance mark of 67,228 set August 19 is more than 6,000 persons above the daily record in previous years, and the total for the summer season, 4,300,000 persons, was 600,000 more than Summer '66. The annual attendance for '67-'68, an astounding total of 7,937,743 people, was 18½ per cent above the '66-'67 figure.

The previous weekly high, 320,000 set in August 1966, was topped in nine successive weeks this summer with an all-time mark of 383,000 recorded during the week of August 21. The highest daily average for any one-month period was also set in August, slightly over 52,000 for each of the 31 days.

Total investment in Disneyland reached \$95-million this summer with the addition of *Pirates of the Caribbean* and seven Tomorrowland attractions.



Sterling Holloway was pretty wrapped up in his role as voice for Kaa the sneaky python.

Baloo offers a hand while Louis Prima does the vocalizing for loud-mouthed King Louie, the swingin'est ape of them all.

The voice and personality of Phil Harris are just perfect for this hip Jungle Book star, Baloo the bear.



Disney Talent Inspires 'Jungle Book' Characters

The usual way to create animated movie characters is to first gather the cast, then find the best vocal talent around, record the sound track and move on to drawing the figures.

This was the way it started for Walt Disney's cartoon musical, *The Jungle Book*, but somewhere along the line the personalities set for the voices took over, resulting in their ruling the drawing boards.

It's understandable, however, when the stars in the vocal department are such well-known performers as Phil Harris, Sebastian Cabot, Louis Prima, George Sanders, Sterling Holloway and J. Pat O'Malley.

The mannerisms of Phil Harris dominate the picture's easygoing character of Baloo, the bear, a kind of jungle ne'er-do-well who knows where to find the bear necessities of life with a minimum amount of work.

Popular character actor Sebastian Cabot gives his voice to the pompous, stern, but dedicated panther, Bagheera, who is determined to get his mancub charge, Mowgli, back to the man village. Louis Prima, a favorite of the record-buying public and night club audiences for years, is the model

and voice of King Louie the Most, the rockin' king of the apes.

The sophisticated tiger heavy of the piece, Shere Khan, has as his voice George Sanders, whose polished performances in films have fascinated moviegoers since the 30's.

The wistful personality of Sterling Holloway is evident in the character Kaa, the sneaky python, with Holloway's distinctive voice as well.

A very British Indian elephant, Colonel Hathi, formerly of the Maharaja's

Pachyderm Brigade, who delights in drilling his fellow trunk swingers in dawn patrol exercises, is voiced by J. Pat O'Malley.

Other vocal contributors are Bruce Reitherman, as Mowgli the jungle boy; Verna Felton as Colonel Hathi's long-suffering wife, Winifred; young Clint Howard as a baby elephant; popular folk-singing artist Chad Stuart, of the team of Chad and Jeremy, and disc jockey Lord Tim Hudson as a couple of Beatle-looking vultures.



While Sebastian Cabot practices the vocal part for Bagheera the panther, crazy Kaa the python looks on menacingly.

Shere Khan the tiger and his voice, George Sanders.

'Jungle Book' Created By Complex Process

Cartooning is no laughing matter. It's work!

The ordinary feature-length animated picture, such as the newest from Walt Disney Productions, *The Jungle Book*, requires more than one million drawings by 300 artists and takes two to four years to produce.

As with any film, the story comes first. The Disney studio buys the movie rights to a novel or story, and a top man is assigned the task of adapting it, in a cartoon style, for the screen.

Artists make a series of rough sketches which illustrate a story, somewhat like a newspaper comic strip. This device is known as a story board.

When the story is approved by the producer, these boards are turned over to a director who then plans the entire picture.

The director makes out "exposure sheets" containing detailed information about the timing of all action, music, sound effects and dialogue. Dialogue is recorded and the work is then handed over to the animators.

The animators consider the "feeling" of a scene, the idea to be put across, the personality of a character and then they proceed to make the series of pencil drawings which will bring these elements to life. The animator must also keep a close eye on the background layouts so that his characters won't walk through such objects as furniture, and buildings.

When the pencil drawings are approved, they are Xeroxed onto transparent acetate "cels." The cels, tens of thousands of them, are painted by hand on the reverse side so mistakes can be corrected without harming the inked lines. All paint is ground and mixed in the Studio Paint Laboratory. Over the years, the Disney organization has developed more than 1,000 different colors and shades ranging from the brightest yellows, reds and blues to such drab hues as "smog."

After the celluloids are finished, they are photographed one frame of film at a time which amounts to a rate of about 5 feet per hour. During its three years of production, *The Jungle Book* was before the cameras a total of more than 1,400 hours!



The first job in animating a Disney motion picture is a story discussion with rough sketches laid out on story boards.



Next comes the job of animating the characters...

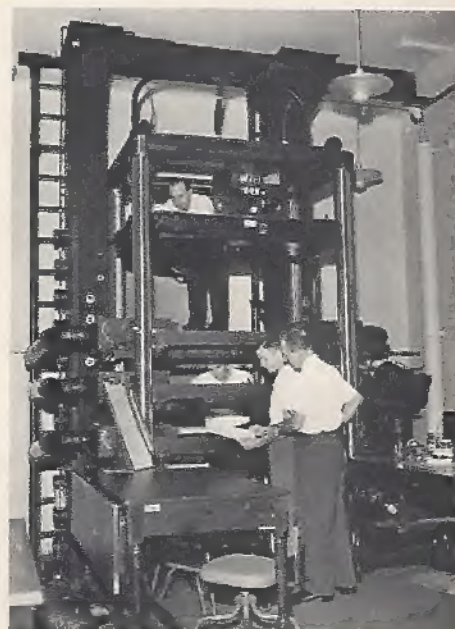


...and working out the background scenes.



Then a Disney artist does the final paint job on clear sheets of celluloid...

...which are filmed in the final stages of production by this specially-designed, twelve-foot camera.



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DISNEYLAND CHRISTMAS SHOPPING: Something for Everyone, Including Those 'Who Have Everything'

There is probably no busier time in department stores and city streets around the country than Christmas, with last-minute-rushes, shoppers buying dozens of presents and people deciding what to buy. But at Disneyland, this is no problem. Not only is the Magic Kingdom more comfortable and less crowded in the winter, but it also provides the world's most unusual assortment of merchandise for everyone from children to the man or woman "who has everything."

The Emporium on Main Street, U.S.A. is the first store a visitor sees when he enters the Park. Filled with Disney toys, dolls, stuffed animals, children's clothes and, for mom and dad, elegant china, home accessories and sundries, the Emporium could almost be called the general store of Disneyland.

The Tobacco Shop across the street from the Emporium contains pipes, tobacco and smoking accessories from all over the world, while the Magic Shop next door carries a large selection of items for magic enthusiasts. Also on Main Street are shops selling jewelry, china, cameras, film, candy, beautiful artificial flowers and greeting cards. There is a watch shop selling men's and women's wrist watches and a book and candle store with candles of every shape and size.

At the Main Street Art Festival a Disneyland visitor can have his profile drawn in pastel, or have a silhouette cut at the Silhouette Shop.

But, this is only Main Street. Each land has a variety of shops selling merchandise that the average Disneyland visitor probably isn't aware of—the Tiki Shop and Bazaar in Adventureland, the character shop in Tomorrowland—selling toys and Disney merchandise of all kinds, the woolen clothing store in Frontierland and Geppetto's Clock Shop in Fantasyland.

Perhaps most unusual of all are the shops in New Orleans Square, with a selection of merchandise found at no other single location in the world.

The One-of-a-Kind Shop, as its name indicates, features unique items for the most discriminating shopper—decorative and hard-to-find antiques, choice reproductions and other rare items that would have been found on the shelves of New Orleans shops decades ago. There are exquisite ship models, iron lanterns, old world globes, ancient documents and charts, swords and other unusual items.

The Le Gourmet Shop is a paradise for culinary artists, with spices, salt cellars, peppermills, espresso pots, pans and other cooking utensils. Even the best chefs and connoisseurs find their wishes granted in this colorful little store, open during the summer and holiday seasons only.

Delicate to the last detail, Mlle. Antoinette's Parfumerie offers the la-

dies an array of perfumes, bath oils and colognes. A perfumer will blend special fragrances to compliment a guest's personality, complexion and type.

Also in New Orleans Square are Le Forgeron, with stained glass specialties, Laffite's Silver Shop with a wide selection of metal work and the Cristal d'Orleans displaying elegant crystals and glassware. A glassblower provides a continuous show in this shop, specializing in creating bottles of all sizes and shapes.

This is shopping at Disneyland, Christmas or otherwise, with the most unusual selection of gifts and personal items in the world. And, your Magic Kingdom Club Card entitles you to a 10 per cent discount on merchandise in Disneyland-operated shops and stores in the Park, if presented in advance.



Disney Artists Revive Art Form for New Orleans Square

Reverse painting on mirrored panels of glass, an almost forgotten art form that dates back to the fourteenth century, has been revived by Disney artists for Mlle. Antoinette's Parfumerie in Disneyland's New Orleans Square.

Artists at WED Enterprises have prepared panels to provide a unique and exceptionally feminine decor for the shop, one of the most popular spots in New Orleans Square.

The Chinese were among the first to paint on the reverse side of glass, and their techniques were imitated by others as the popularity of this medium spread throughout the world.

The earliest dated European painting, bearing the year 1521, is from Switzerland.

Reverse painting on glass eventually achieved such great popularity that in 1687 an English book was published in which painted glass techniques were described.

Two years ago Walt Disney assigned WED artists to begin researching the techniques of this art form. Many experiments were conducted until a suitable paint was found that would adhere permanently to the glass.

WED's reverse glass paintings of flower bouquets, birds and butterflies for Mlle. Antoinette's Parfumerie measure over one foot wide and almost seven feet high. They are believed to be the largest such painted mirror panels ever created, and are definitely a "must-see" attraction for Disneyland visitors who choose to browse through shops and stroll the shady streets of New Orleans Square.

The intricate glass panels are painted by hand.



Beautifully painted mirror panels provide an exquisite background for Disneyland's elegant Parfumerie.



Topiary Plants Enhance 'Small World' Facade

Ornamental gardening has taken a new twist at Disneyland. Some of the wildest and funniest topiary animals that ever inhabited a garden are a permanent highlight of the *Small World* facade in Fantasyland.

Webster's dictionary defines topiary as, "The art of training, cutting and

trimming trees or shrubs into odd or ornamental shapes." At Disneyland, the result is an assortment of such fanciful characters as dancing elephants, elephants that stand on their head, giraffes, and waltzing hippos.

Topiary has been practiced for many centuries on nearly every continent, but only recently has it been developed to the fine art that it is at Disneyland. The Park's style of topiary starts with an artist's drawing of

the desired animal. The landscaping department then proceeds to build a metal framework on which the young plant will be tied. Adding finer wire to give more detail to the figure, the plant's natural growth will make it adhere to the wire design.

Of course, the shrubs must be constantly — and carefully — trimmed to keep them to the animal shape. Cutting off the wrong branch at the wrong time could easily kill the plant.



Careful pruning is required for topiary plants.



The proof of the pruning is in the final product.

Nature's Wonderland: The Early Western Wilderness Reborn

Two years after Disneyland first opened to the public the first Mine Train pulled out of its Frontierland station, its load of "pioneers" comfortably seated in railway cars designed to recall those long-forgotten days of mining and desert prospecting. The engineer headed his locomotive toward the buttes and rock formations and told a story to his passengers: "A few years ago, this was all row after row of orange trees. Today . . . cactus, snakes, sagebrush, desert. *That's* progress for you."

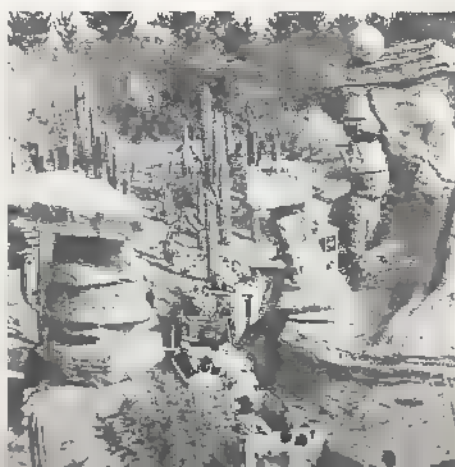
One of the most popular, and beautiful, attractions in the Park, the Mine Train journey through *Nature's Wonderland*, is based on elements of four Disney films, three of them Academy Award winners. In *Beaver Valley*, *Bear Country*, *The Living Desert*, and *The Olympic Elk*, provided the inspiration for the seven-acre adventure.

So realistic are the more than 200 life-like animals, birds and reptiles that the migratory birds which fly over Disneyland have often attacked the animated ravens and owls. With its forest, desert and mountains, and with "Old Unfaithful Geyser" spouting water 70 feet in the air, *Nature's Wonderland* is indeed the early western wilderness, reborn for a later western civilization.

The last few minutes of the Mine Train journey are perhaps the most beautiful moments of any Disneyland attractions, the Rainbow Caverns. Here is a series of underground chambers, lit only by dazzling ribbons of water cascading down cavern walls and into streams of red, blue, green, yellow and purple.

When Walt Disney envisioned this part of *Nature's Wonderland*, he called on a noted scientist to determine if it could be done. The scientist proved that within a week all of the colors would turn to gray. Walt's reaction? "Well, it's kind of fun to do the impossible."

A few months later the Rainbow Caverns opened at Disneyland. Today, years after their completion, visitors can pick out six distinct and beautiful



Most Promising Films Ever Highlight 67-68 Disney Film Line-Up

Three of the most promising films in the company's history highlight the motion picture line-up for the coming year, *The Jungle Book*, *The Happiest Millionaire* and *Blackbeard's Ghost*, followed by another big three, *Swiss Family Robinson*, *Never a Dull Moment* and *The One and Only Genuine Original Family Band*.

The Jungle Book, the company's Christmas release, is the first animated Disney picture in a long time. Inspired by the famous Rudyard Kipling book of the same name, *The Jungle Book* stars such cartoon characters as Baloo the bear, Bagheera the panther, King Louie the ape and Shere

Kahn the tiger.

The Happiest Millionaire, a big musical with a big cast, will play across the nation in January after a star-studded premiere in Los Angeles this past June, an extremely successful reserved-seat one-theatre run through the fall season and additional later premieres in 17 cities across the country.

Starring Fred MacMurray, Tommy Steele, Greer Garson, Geraldine Page, Lesley Ann Warren and John Davidson, this musical comedy has everything from a dozen new tunes by the Academy Award-winning Sherman brothers to a dance scene with a real eight-foot alligator.

Hilarity is the word for *Blackbeard's Ghost* as Peter Ustinov and Dean Jones get together for some of the wildest antics the Disney studio has

ever created. Ustinov plays the ghost of infamous Captain Blackbeard, and can only be seen when he wants to, which results in some unusual experiences for his buddy, Dean Jones.

The Studio is so excited about this one, they're releasing it early enough in December to qualify for Academy Award consideration. After a one-week run, the picture will go into general release in February.

Swiss Family Robinson, a great box office smash several years ago will be re-released this June, and a brand new Dick Van Dyke comedy, *Never a Dull Moment*, will follow close behind.

Another bright Disney musical that will thrill audiences everywhere is *The One and Only Genuine Original Family Band* to be released across the country at Christmas time, 1968.



Track coach Steve Walker (Dean Jones) and date (Suzanne Pleshette) are unaware that mischievous *Blackbeard's Ghost* (Peter Ustinov), visible only to the audience, is about to have a little fun.



The *Swiss Family Robinson* heads for shore after a shipwreck in this famous Walt Disney film.



Dorothy Provine discovers that Dick Van Dyke isn't really a gangster in Walt Disney Productions' newest laugh riot, *Never a Dull Moment*.



Grandpa (Walter Brennan) is a devoted baton master for *The One and Only Genuine Original Family Band*.

Transportation is Large Part of Disneyland Show

One would never think that Disneyland, the most fabulous entertainment center in the world, would feature an interwoven complex of nearly every kind of transportation conceived. Transportation systems of the past, vehicles of the present and transporters of the future are a big part of the Disneyland show.

The first vehicles a Disneyland visitor encounters are the Main Gate trams, a series of trailers pulled by a specially designed tractor. The purpose of the tram is to ease the journey from far reaches of Disneyland's parking lot to the Main Gate.

From here, it is on to the Disneyland and Santa Fe Railroad, a 5/8-scale replica of the famous Iron Horse of the early 1900's which offers guests a grand-circle-tour of the Magic Kingdom.

At this point, beginning with Adventureland and traveling through the other lands of the Magic Kingdom, a visitor will see a variety of boats, rafts, trains and even ships, like the *Columbia* sailing ship or the *Mark Twain Riverboat* on Frontierland's Rivers of America, each providing the transportation means for an exciting water adventure.

Tomorrowland probably offers the most interesting transportation systems because these are examples of possible conveyances of the future.

First is the *Disneyland-Alweg Monorail*, a sleek passenger train which travels through Disneyland, over the parking lot and across the street to the Disneyland Hotel. The Park's three monorail trains, with a 106-people capacity each, make up the first passenger-carrying monorail in America to operate daily.

The "Atomobile," the futuristic transportation in Monsanto's *Adventure Thru Inner Space*, travels through a "Mighty Microscope" and into the world of the atom and molecule, providing an unusual "shrinking" sensation for its passengers.

Of course, Disneyland's new Tomorrowland would not be complete without rockets, and there are two. The first, a spinning *Rocket Jet* adven-



With everything from turn-of-the-century horse-drawn trolleys and omnibuses (above) to ships, trains and futuristic transportation systems, Disneyland is truly a world of transportation.



ture, carries guests around a rocket ship hub.

The second is the McDonnell Douglas *Flight to the Moon*. Here, visitors "blast off" into space and experience a feeling of weightlessness as they leave Earth's gravitational pull. Soon passengers are in lunar orbit, watch-

ing a moon exploration party.

From here, it's back to Main Street, U.S.A., and finally, "today land," where the Disneyland visitor experiences a ride on one of the most popular transportation systems ever as he leaves the Park, the mid-twentieth century automobile.

WED Staff Interprets American Industry In Three Dimensions

WED Enterprises, Inc., the organization that designed the Magic Kingdom, is most often recognized by and associated with the kind of entertainment that a Disneyland guest participates in when he rides through *It's a Small World* or the *Pirates of the Caribbean*.

For Disneyland's new Tomorrowland, WED has been working closely with half a dozen major companies to create a "three dimensional image," so to speak, in the public mind about each company. In each instance, there's a basic theme to be developed. General Electric, for example, places its emphasis on cities, with their slogan, "Progress is our most important product." The WED solution is one of the biggest three-dimensional models ever designed, the 115-foot *Progress City*.

For Monsanto, a scientifically orientated company, with many non-consumer products, the WED staff devised the *Adventure Thru Inner Space*—a journey aboard an "Atomobile" into a world where molecules look like planets and Disneyland guests feel they have shrunk greatly in size.

One of the biggest tributes to WED was given by James W. Rouse, developer of the new town of Columbia in Maryland, who opened the 1963 Urban Design Conference at Harvard with these words, "Disneyland is the greatest piece of urban design in the United States today. I find more to



Even in the initial design stages, Disneyland's new Tomorrowland was carefully researched, studied and developed by WED, working closely with American Industry.

learn in the standards that have been set and the goals that have been achieved in the development of Disneyland than in any other single piece of development in the country."

Tributes like Mr. Rouse's demonstrate the professional respect earned by the staff of WED Enterprises over the years. The word "Imagineering"

(the blending of imaginative ideas with technical know-how) has become the unique symbol of a company that has created some of the world's most popular entertainment—the Sleeping Beauty Castle at Disneyland; new transportation systems like the *PeopleMover* in Tomorrowland and many, many more.



WED "Imagineers" discussed even the smallest details of "It's a Small World" before it opened at Disneyland as a Bank of America presentation.

Company's Organizational Program is Unique in Entertainment Industry

The Disney Organizational Development program, designed to provide a solid foundation of trained supervision for our future projects, is unique in the entertainment and recreation industry.

Since the first class began on January 31, 1966, exactly 69 men, ranging in age from 23 to 52, have completed the challenging course. Participants

have come from every division of the company, including the Studio, Disneyland and WED.

The program, which has ranged in length from three to thirteen weeks, covers four areas. The first is an in-depth study of all major departments and divisions, including sessions with department heads.

Next is a thorough indoctrination in Disney philosophy through informal but lengthy dinner meetings with top executives, and through analysis of both the Company's product and

the men at its controls.

The third area is devoted to seminars with key business leaders outside the Company, leadership training, and management discussions.

Last is a group project, a study of one of our Company's future projects, such as how best to set up the entrance complex to the Disney World.

By early 1971, the announced target date for the completion of the first phase of Disney World in Florida, it is anticipated that 185 men will have been graduated from these courses.

Through the Disney Lens

Throughout the year, many Magic Kingdom Club families are awarded Royal Disneyland Weekends as Families of the Month.

Each family receives a weekend that includes Disneyland admission and ticket books, accommodations at the Disneyland Hotel and meals at the Hotel's Gourmet Restaurant.

Winning families' names are drawn by an MKC selection committee.



The Angeleo Manese family of Chula Vista meet Pooh Bear during their recent "Family of the Month" visit to Disneyland.



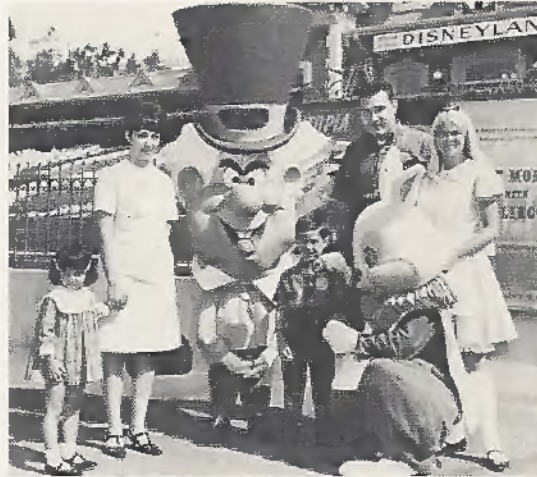
Pinocchio and friends turn out to greet Lt. Raymond Bishing and family, May Family of the Month winners.



The Leslie F. Dressler family, April Magic Kingdom Club winners, head for an exciting day at Disneyland.

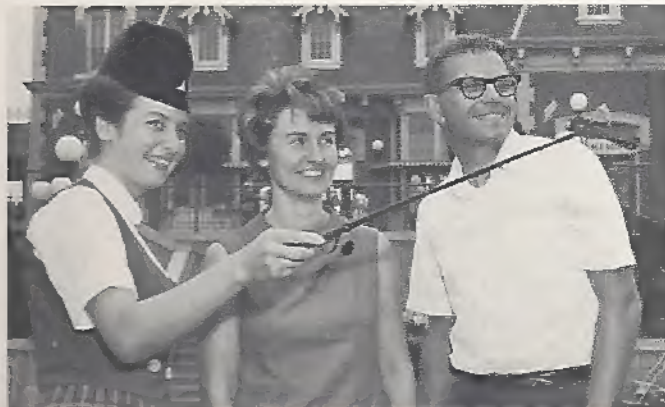


Mr. and Mrs. Steve Ciseros, April winners, start their day at Disneyland with a snapshot.



The Mad Hatter, White Rabbit and Alice welcome May winner, Mrs. Frank J. Begg, to Walt Disney's Wonderland.

There's no better way to begin a day at Disneyland than with the help of a pretty Tour Guide, as June winner Paul D. Komar and wife will agree.



Edward Paul Jr. and his wife, Magic Kingdom Club winners for April.



May Magic Kingdom Club winner, Mr. Ewald Goldmann, takes the wheel of the Disneyland Fire Engine with his wife and children aboard.



Club Members Look Forward To Mineral King...

It's been a good year.

Well over 1,000,000 of you signed up for membership in 1967. New Chapters were opened in the San Francisco Bay area and north. Now, Magic Kingdom Club membership privileges are available in most California communities and Disneyland is becoming ever more popular with our neighbors "up north."

Mail has doubled, and your many letters indicate a growing interest in Walt Disney's Mineral King project in Sequoia National Forest. So, in the way of reporting to all Club Members, here is the latest on this new Disney outdoor family-recreation development.

In April, the whole project took a giant stride toward reality when the California Highway Commission approved a plan for the financing and construction of State Road 276, a \$25,000,000 all-weather highway in Tulare County, between Route 198 near Three Rivers and Mineral King.

An economic analysis at that time, reveals some interesting figures: On opening day there would be provisions to accommodate 6,000 to 8,000 skiers on the slopes at one time. Lodging would be available for more than 1,200 overnight guests. It was estimated that the project will create 2,400 permanent jobs in the area, and that after 15 years of operation, Mineral King will have added \$1,000,000,000 to California's economy in investments, payrolls, and new retail sales. Additionally, an estimated \$23,000,000 will be invested in and around Mineral King in homes, apartments, motels, restaurants, utilities and other facilities.

Club Members and the general public will, for the first time, have easy access to the nation's finest recreational center in the heart of majestic mountain scenery, with more than 20 fishing lakes and miles of riding and hiking trails.

The challenge Walt Disney saw at Mineral King was the unique opportunity for State and Federal Governments and private enterprise to work together to provide a year-round recreational adventure for everyone.

As Walt put it, Mineral King would be "...a challenge to the accomplished skier and a good place to put skis on for the first time...the ideal spot for an old-fashioned family outing...home base for wild-life students, hikers, fishermen and campers...the perfect retreat for those who just want to get away for a breath of fresh, invigorating mountain air."

As this issue of DISNEY NEWS goes to press, the opening of Mineral King to public enjoyment awaits U.S. Park Service approval of an 8½ mile stretch of road through an isolated portion of Sequoia National Park.

Mill Culbright

CLUB MANAGER

Disneyland

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Winter Season 1967-'68

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NOT AVAILABLE TO THE GENERAL PUBLIC

Available ONLY at Disneyland's Main Gate with Magic Kingdom Club Membership Card

PHONE: MAGIC KINGDOM CLUB HEADQUARTERS — EXTENSION 511

REGULAR TICKET BOOKS AND SPECIAL RATES FOR GROUPS OF 15 OR MORE

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CHILD (3 thru 11)						(\$ 8.05)	\$4.50	\$4.05
*DATE NITE TICKET BOOK								
(2)	(2)	(2)	(2)	(2)	(2)			
						(\$10.10)	\$6.50	

*On sale after 5:00 P.M., any evening the Park is open until 10:00 P.M. or later. May be used only after 5:00 P.M.

SPECIAL INFORMATION...

One leader to be given Free **ADMISSION ONLY** when accompanying group of 15 children and juniors purchasing ticket books (commercially-sponsored groups excepted).

Group Services Office **MUST** be contacted two days prior to the trip to Disneyland to confirm final arrangements.

On arrival, ONE PERSON must pick up the ticket books at the "Pre-Arranged Groups" window and distribute them to the group.

PHONE: GROUP SERVICES — EXTENSION 511

GENERAL ADMISSION ONLY

Entitles guests to admission to Disneyland, its free shows, exhibits, and entertainments, and to visit the four "lands" and Main Street.

ADULT	\$3.00
JUNIOR (12 thru 17)	\$2.50
CHILD (3 thru 11)	\$.75

SO THAT YOUNG PEOPLE may become better acquainted with one of the greatest figures in American History, all Disneyland visitors 17 years of age or under are invited to be Disneyland's guests, to spend a few GREAT MOMENTS WITH MR. LINCOLN. A complimentary admission is included with each main entrance ticket, for Juniors and Children.

PRICES SUBJECT TO DISNEYLAND MANAGEMENT

THE MAGIC KINGDOM CLUB CALENDAR

DECEMBER 1967

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 OPEN 10-6 Private Party Telephone Pioneers 8-1	2 OPEN 10-7
3 OPEN 10-7	4 CLOSED	5 CLOSED	6 OPEN 10-6	7 OPEN 10-6	8 OPEN 10-7	9 OPEN 10-7
10 OPEN 10-7	11 CLOSED	12 CLOSED	13 OPEN 10-6	14 OPEN 10-6	15 OPEN 10-6 Private Party Pacific Tel. 8-1	16 OPEN 10-12
17 OPEN 10-12	18 OPEN 10-12	19 OPEN 10-12	20 OPEN 10-12	21 OPEN 10-12	22 OPEN 10-12	23 OPEN 10-12
24 OPEN 10-6	25 OPEN 10-7 Christmas Day	26 OPEN 9-12	27 OPEN 9-12	28 OPEN 9-12	29 OPEN 9-12	30 OPEN 9-12
31 Open 9-7 New Year's Eve 8-2						

JANUARY 1968

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 OPEN 10-9 New Year's Day	2 OPEN 10-6	3 OPEN 10-6	4 OPEN 10-6	5 OPEN 10-6	6 OPEN 10-7
7 OPEN 10-7	8 CLOSED	9 CLOSED	10 OPEN 10-6	11 OPEN 10-6	12 OPEN 10-6	13 OPEN 10-7
14 OPEN 10-7	15 CLOSED	16 CLOSED	17 OPEN 10-6	18 OPEN 10-6	19 OPEN 10-6	20 OPEN 10-7
21 OPEN 10-7	22 CLOSED	23 CLOSED	24 OPEN 10-6	25 OPEN 10-6	26 OPEN 10-6	27 OPEN 10-7
28 OPEN 10-7	29 CLOSED	30 CLOSED	31 OPEN 10-6			

FEBRUARY 1968

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 OPEN 10-6	2 OPEN 10-6	3 OPEN 10-7
4 OPEN 10-7	5 CLOSED	6 CLOSED	7 OPEN 10-6	8 OPEN 10-6	9 OPEN 10-6	10 OPEN 10-7 Valentine Dance 8-1
11 OPEN 10-7	12 OPEN 10-6 Lincoln's Birthday	13 CLOSED	14 OPEN 10-6	15 OPEN 10-6	16 OPEN 10-6	17 OPEN 10-7
18 OPEN 10-7	19 CLOSED	20 CLOSED	21 OPEN 10-6	22 OPEN 10-7 Washington's Birthday	23 OPEN 10-6	24 OPEN 10-7
25 OPEN 10-7	26 CLOSED	27 CLOSED	28 OPEN 10-6	29 OPEN 10-6		



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